

ABSTRACT

Advances in technology-based wideband (broadband) narrow the distance between the user with a highly effective and efficient than using ordinary telecommunications services. This is used by PT Telkom to support innovation and products toward services Information, Media and Edutainment ("IME"), with the Telkom brand Indihome. Indihome become a mainstay of PT Telkom as a revenue generator designed new full-fiber technology that have a high degree of reliability, consisting of Fast Internet (High Speed Internet), Interactive TV (UseeTV) and Voice (Telephone) which is using 100% Fiber, with the advantage of transmitting high-speed signals.

Through product Indihome, Telkom wants to be The King of Digital, the winner of the broadband Internet market in Indonesia. But the mid-2015 market share reached 18.64% Indihome national scale and Bandung area is only 9.93%. Data call center PT Telkom stated that the number of customer complaints Indihome reach 6% to 7% per month throughout 2015, not in accordance with the desired target is 1% per month, so the need for a review of the QoS Indihome. Number of complaints customer in Bandung area ranks two of the major cities in Java, so the study was conducted in Bandung.

Indihome is a new brand of products Telkom, previously named Speedy. The survey results top brand award 2014 Speedy get a Top Brand Index (TBI) amounted to 56.70%, whereas by the end of 2015 TBI Indihome amounted to 48.20%, down 8.20 points from Speedy TBI.

Jahanzeb (2013) proved the influence of service quality on brand equity, so researchers are interested to know whether there was an effect on the Quality of Service Brand Equity, especially broadband Internet access product in this case Indihome.

Based on the background that has been described, the researchers raised the title "Effect of Quality of Service to Brand Equity Indihome in Bandung".

Keyword: Brand Equity, High speed internet, Indihome, Quality of Service